

ABSTRACT OF THE DISCLOSURE:

A method of marketing a good or service over the internet comprises the steps of granting a transacting party the right to forward a letter of referral with a referral token containing a URL link to a second party. The token grants the party holding it a discount or reward incentive to execute the transaction and limited privileges of reward for forwarding the token and a referral directly or indirectly to a subsequent party that exercises the transaction offer associated with the token. The token is tracked in a secure data base to protect against digital piracy such as hacking, counterfeiting and spamming as well as to log rewards awarded to referring parties and transacting parties.